erwise. Modifications of, and equivalent components or acts corresponding to, the disclosed aspects of the example embodiments, in addition to those described above, can be made by a person of ordinary skill in the art, having the benefit of the present disclosure, without departing from the spirit and scope of embodiments defined in the following claims, the scope of which is to be accorded the broadest interpretation so as to encompass such modifications and equivalent structures.

We claim:

1. A computer-implemented method to operate a graphical user interface for swappable item options, comprising:

providing, by operation of a computer, instructions causing a user computing device to present a carousel graphical user interface wherein:

the carousel graphical user interface comprises a carousel region occupying less than all the display area of the user computing device and comprising a plurality of frames;

each frame is sized such that at least one, and less than all, of the frames in the plurality of frames are displayed simultaneously in the carousel region,

each frame is operable to receive selection of the frame via an input to the carousel graphical user interface of the user computing device,

at least one frame comprises content indicating an item from a set of one or more second items available for delivery, each second item in the set being swappable with a first item corresponding to a first item identifier of an order; and

the carousel region is navigable via user input to the graphical user interface to display each frame in the plurality of frames.

2. The method of claim 1, wherein:

selection of a frame via the graphical user interface of the user computing device indicates that the item corresponding to the content of the selected frame is acceptable to the user as a swap for the first item; and

selection of a frame via graphical user interface of the user computing device does not cause navigation of the user computing device away from a view containing the selected frame.

3. The method of claim 1, wherein selection of a frame via the graphical user interface of the user computing device deselects each other frame in the plurality of selectable frames.

4. The method of claim 1, wherein at least one frame in the plurality of selectable frames comprises content indicating that none of the set of second items is acceptable to the user as a swap for the first item.

5. The method of claim 1, wherein at least one frame in the plurality of selectable frames comprises content indicating that automated selection of a swappable item is acceptable to the user.

6. The method of claim 1, wherein the carousel region is navigable horizontally.

7. The method of claim 1, further comprising:

receiving, by the one or more computing devices, an indication that the first item is unavailable;

receiving, by the one or more computing devices, via the graphical user interface of the user device, selection of at least one frame comprising content indicating one second item from the set of second items available for delivery that are swappable; and

swapping, by the one or more computing devices, the unavailable first item identifier in the order in accordance with the received selection.

8. The method of claim 1, wherein:

the at least one frame comprising content indicating an item from the set of one or more second items is available for delivery comprises a plurality of frames comprising content indicating an item from the set of one or more second items is available for delivery; and

each of the plurality of frames comprising content indicating an item from the set of one or more second items is available for delivery comprises at least one priority icon operable to accept user input via the carousel graphical user interface indicating a priority of the item indicated by the frame.

9. The method of claim 8, wherein:

input indicating a particular priority of an item indicated by a particular frame lowers the priority of each other item previously indicated at the particular priority or lower by one priority position.

10. A computer program product, comprising:

a non-transitory computer-readable storage device having computer-executable program instructions embodied thereon that when executed by a computer cause the computer to operate a graphical user interface for swappable item options, the computer-executable program instructions comprising:

computer-executable program instructions to receive, by one or more computing devices via a user device, an order comprising an item identifier corresponding to a first item;

computer-executable program instructions to identify, by the one or more computing devices, a set of one or more items, each item in the set being swappable with the first item; and

computer-executable program instructions to transmit, by the one or more computing devices to the user device, instructions operable, when executed by the user device, to cause the user device to display a carousel graphical user interface;

wherein:

the carousel graphical user interface comprises a carousel region occupying less than all the display area of the user device and a plurality of frames,

each frame is sized such that at least one, and less than all, of the frames in the plurality of frames can be displayed simultaneously in the carousel region,

each frame is operable to receive selection of the frame via the user device,

at least one frame comprises content indicating an item from the set of one or more items; and

the carousel region is navigable via user input to display each frame in the plurality of frames.

11. The computer program product of claim 10, wherein:

selection of a frame via the graphical user interface indicates that the item corresponding to the content of the selected frame is acceptable to the user as a swap for the item corresponding to the received item identifier, and

selection of a frame via the graphical user interface does not cause navigation of the user device away from a view containing the selected frame.

12. The computer program product of claim 10, wherein selection of a frame via the graphical user interface deselects each other frame in the plurality of selectable frames.

13. The computer program product of claim 10, wherein at least one frame comprises content indicating that none of the set of second items is acceptable to the user.